

1. A method for adaptively storing in a memory program guide information for a plurality of programs, said method comprising:
  - determining whether a first program in said program guide is non-preferred by a user; and
  - reducing program guide information associated with said first program from said memory if said first program is non-preferred by said user.

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3. The method of claim 1 wherein said determining comprises:  
determining whether said first program is of a same type as another  
program that was viewed by said user less than a threshold number of  
times; and  
20 identifying said first program as non-preferred if said first program  
and said another program are of the same type.

5. The method of claim 4 wherein said reducing comprises:  
removing extended program information for said first program if said  
30 first program is non-preferred.

6. The method of claim 4 wherein said reducing comprises:  
removing at least a portion of extended program information for said  
first program if said first program is non-preferred.

5 7. The method of claim 1 further comprising:  
determining whether a second program in said program guide is of  
interest to the user; and  
adding program guide information for said second program if said  
first program is of interest to the user.

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8. The method of claim 7 wherein said step of determining whether said  
second program comprises:  
monitoring a viewing history of the user;  
determining whether said second program was viewed more than a  
15 threshold number of times using said viewing history; and  
identifying said second program as preferred if said second program  
was viewed more than the threshold number of times.

9. The method of claim 7 wherein said step of determining whether said  
20 second program comprises:  
monitoring a viewing history of the user;  
determining whether said second program is of a same type as  
another program that was viewed more than a threshold number of times in  
said viewing history; and  
25 identifying said second program as preferred if said second program  
and said another program are of the same type.

10. The method of claim 1 wherein at least one of said plurality of  
programs is broadcast from one of a satellite and a terrestrial broadcasting  
30 center.

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11. The method of claim 1 wherein each of said plurality of programs comprises at least one of a television program, a live broadcast, and an advertisement.

5 12. The method of claim 1 wherein said program guide information comprises Advanced Program Guide (APG) information.

13. An apparatus for providing a program guide listing a plurality of channels, a program schedule for each channel, and a plurality of programs  
10 for each channel, said apparatus comprising:

a tuner for tuning a video signal received via an antenna, where said video signal contains program guide information;

a demodulator for demodulating said tuned video signal;

a decoder for decoding said demodulated video signal;

15 a memory for storing said decoded programming guide information, and a memory allocation software; and

a processor, upon executing said memory allocation software, is configured to:

20 determine whether a first program in said program guide is non-preferred by a user; and

reduce program guide information associated with said first program from said memory if said first program is non-preferred by said user.

25 14. The apparatus of claim 13 wherein said program guide information comprises basic program information and extended program information.

15. The apparatus of claim 14 wherein all of said extended program information is removed for said first program if said first program is of no  
30 interest to the user.

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16. The apparatus of claim 14 wherein a portion of said extended program information is removed for said first program if said first program is of little interest to the user.

5 17. The apparatus of claim 13 wherein at least one of said plurality of programs is broadcast from one of a satellite and a terrestrial broadcasting center.

10 18. The apparatus of claim 13 wherein each of said plurality of programs comprises at least one of a television program, a live broadcast, and an advertisement.

15 19. The apparatus of claim 13 wherein said program guide information comprises Advanced Program Guide (APG) information.

20 20. An apparatus for adaptively storing in a memory program guide information for a plurality of programs, said apparatus comprising:  
means for determining whether a first program in said program guide is non-preferred by a user; and

20 means for reducing program guide information associated with said first program from said memory if said first program is non-preferred by said user.

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